



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3076605
Schedule Dates 10/25/17-10/31/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Ed Gillespie (671299)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 3238
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/24/17
Last Modified 10/24/17
Entered By Tiffany Lewis
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,675.00
Net Total \$37,825.00
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	15	\$27,600.00
Nov. 2017	7	\$16,900.00
Grand Total:	22	\$44,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/25/17-10/27/17	2	1:00	5A- News-Good Morning Washington at 5a				1		1			2	\$950.00	\$1,900.00	Washington (WJLA)		10/24/17
2.0	Normal Line / SPOT	10/26/17-10/26/17	2	1:00	6A- News-Good Morning Washington at 6a					1				1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/24/17
3.0	Normal Line / SPOT	10/30/17-10/30/17	2	1:00	6A- News-Good Morning Washington at 6a		1							1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/24/17
4.0	Normal Line / SPOT	10/25/17-10/27/17	2	1:00	7A- ABC-Good Morning America				1		1			2	\$2,000.00	\$4,000.00	Washington (WJLA)		10/24/17
5.0	Normal Line / SPOT	10/26/17-10/26/17	2	1:00	10A- Rachael Ray					1				1	\$900.00	\$900.00	Washington (WJLA)		10/24/17
6.0	Normal Line / SPOT	10/25/17-10/25/17	2	1:00	12P- News-ABC 7 News at Noon				1					1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/24/17
7.0	Normal Line / SPOT	10/27/17-10/27/17	2	1:00	4P- News-ABC 7 News at 4p						1			1	\$900.00	\$900.00	Washington (WJLA)		10/24/17
8.0	Normal Line / SPOT	10/31/17-10/31/17	2	1:00	4P- News-ABC 7 News at 4p			1						1	\$900.00	\$900.00	Washington (WJLA)		10/24/17
9.0	Normal Line / SPOT	10/26/17-10/26/17	2	1:00	5P- News-ABC 7 News at 5p					1				1	\$1,100.00	\$1,100.00	Washington (WJLA)		10/24/17
10.0	Normal Line / SPOT	10/30/17-10/30/17	2	1:00	5P- News-ABC 7 News at 5p		1							1	\$1,400.00	\$1,400.00	Washington (WJLA)		10/24/17
11.0	Normal Line / SPOT	10/27/17-10/27/17	2	1:00	6P- News-ABC 7 News at 6p						1			1	\$1,400.00	\$1,400.00	Washington (WJLA)		10/24/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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Sales Office

WJLA/GJLA/EJLA

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Phone/Fax

/

CPE

3238

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

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Tiffany Lewis

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13.0	Normal Line / Access	10/25/17-10/27/17	2	1:00	7P- Wheel Of Fortune				1		1			1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/24/17
13.0.1	Preempt	10/27/17															Washington (WJLA)	No Availability/Exception -	
14.0	Normal Line / Access	10/26/17-10/26/17	2	1:00	7:30P- Jeopardy					1				1	\$6,000.00	\$6,000.00	Washington (WJLA)		10/24/17
15.0	Normal Line / Access	10/31/17-10/31/17	2	1:00	7:30P- Jeopardy			1						1	\$7,000.00	\$7,000.00	Washington (WJLA)		10/24/17
16.0	Normal Line / SPOT	10/27/17-10/27/17	2	1:00	11P- News-ABC 7 News at 11p						1			1	\$2,400.00	\$2,400.00	Washington (WJLA)		10/24/17
17.0	Normal Line / SPOT	10/30/17-10/30/17	2	1:00	11P- News-ABC 7 News at 11p		1							1	\$2,800.00	\$2,800.00	Washington (WJLA)		10/24/17
18.0	Normal Line / SPOT	10/26/17-10/26/17	2	1:00	11:35P- ABC-Jimmy Kimmel					1				1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/24/17
19.0	Normal Line / SPOT	10/30/17-10/30/17	2	1:00	11:35P- ABC-Jimmy Kimmel		1							1	\$1,200.00	\$1,200.00	Washington (WJLA)		10/24/17
20.0	Normal Line / SPOT	10/29/17-10/29/17	2	1:00	8A- ABC-Good Morning America Sunday								1	1	\$1,000.00	\$1,000.00	Washington (WJLA)		10/24/17

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